# MAKING SEARCH WORK TUTORIAL

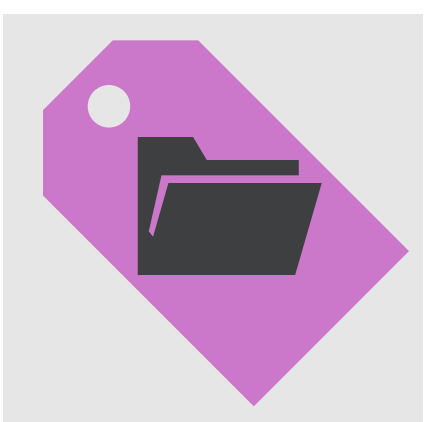
## 1 RELEVANCY

- Search selected terms
- Record target title, ranking, and URL, if located within the search term results
- Calculate the mean , median, and frequency of target rankings per range (below 1st, 5th, and 10th)
- Compare results to benchmarks

## 2 PRECISION

- Record 5 top results with title, tags, and URL
- Determine if all terms in the search string were in each result
- Rank results using a 4 measure R, N, M, I scale
- Calculate using 3 formulas for S, L, P applied to the 4 measure scale
- Compare results to benchmarks

## 3 TAXONOMY & TAG MANAGEMENT



- Review 5 top results' tags
- Record total number of tags
- Record number of tags containing a search term
- Determine rank of final occurrence of result containing the entire search string

## 4 PUBLISH RESULTS

# CONGRATS

*You made it !*

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